Application No.: 09/864,551

IN THE CLAIMS:

1.   (Currently amended) A method for presenting graphic and other information in a toolbar area ~~as a skin~~ of a browser, the method comprising:

providing a plug-in for installation in a browser, the plug-in comprising programming instructions for:

displaying a user-selectable button ~~graphic information as a skin in a~~ in the toolbar area of the browser;

wherein the user-selectable button includes at least one of graphic information and ~~displaying, in the toolbar area, a user-selectable button that includes~~ a text label, the user-selectable button for directing a user to at least one web site corresponding to the text label; and

updating the graphic information and the text label dynamically based on a web site that is being accessed via the browser.

2.   (Canceled)

3.   (Previously presented) The method of claim 1, the graphic information including text information.

4.   (Previously presented) The method of claim 1, the graphic information corresponding to content of the web site that is being accessed by the browser.

5.   (Previously presented) The method of claim 1, wherein a selection of the button results in a presentation of links to at least one web site related to the text label.

6.   (Previously presented) The method of claim 1, wherein a selection of the button results in the browser being directed to a web site having content related to the text label of the button.

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7. (Previously presented) The method of claim 1, the graphic information including an advertisement.

8. (Previously presented) The method of claim 1, further comprising:

updating the text label based on an additional factor, other than the web site being accessed via the browser.

9. (Previously presented) The method of claim 8, the additional factor comprising an attribute of a user of the browser.

10. (Previously presented) The method of claim 1, said updating further comprising updating an appearance of the button based on the web site being accessed by the browser.

11. (Currently amended) A method for dynamically updating an attribute of a browser via a plug-in, the method comprising:

providing graphic information ~~as a skin~~ in a toolbar area of a browser; and

updating the graphic information <u>dynamically</u> based on a web site that is being accessed via the browser.

12. (Previously presented) The method of claim 11, the graphic information further comprising a user-selectable button that includes a text label, the button for directing a user to at least one web site corresponding to the text label.

13. (Previously presented) The method of claim 12, wherein the text label is updated based on the web site that is being accessed via the browser.

14. (Previously presented) The method of claim 11, the graphic information including text information.

15.   (Previously presented) The method of claim 11, the graphic information corresponding to content of the web site that is being accessed by the browser.

16.   (Previously presented) The method of claim 11, further comprising:

updating the text label based on an additional factor, other than the web site being accessed via the browser.

17.   (Currently amended) A system for providing on-demand addition of graphic and other information to a toolbar area of a browser, the system comprising a computing device a web site that downloads a plug-in to users for providing for updating the graphic information dynamically as a skin in the toolbar area of the browser, the graphic information corresponding to a web site being viewed by the browser.

18.   (Previously presented) The system of claim 17, the graphic information further comprising a selectable button that includes a text label, the button for directing a user to at least one web site having content related to the text label.

19.   (Previously presented) The system of claim 18, wherein the text label is updated based on the web site being viewed by the browser.

20.   (Previously presented) The system of claim 18, wherein the text label is updated based on a factor other than the web site being viewed by the browser.

21.   (Previously presented) The system of claim 17, the graphic information corresponding to content of the web site that is being viewed by the browser.

22.   (Currently amended) A system for providing on-demand addition of graphic and other information to a toolbar area of a browser, the system comprising:

a processor; and

a memory in communication with the processor and arranged for storing a plug-in for a web browser, the plug-in containing processing instructions that, when executed~~stored in the memory~~, direct the processor to display a user-selectable button in the ~~graphic information as a skin~~ in the toolbar area of the web browser, and to update the displayed user-selectable button dynamically based on a web site that is being accessed via the browser, wherein the user-selectable button includes at least one of a text label and the graphic information ~~corresponding to a web site being viewed by the web browser~~.

23.   (New) A method for updating a user-selectable button that is displayed in a toolbar area of a browser, the method comprising:

receiving, from a client, an identifier based on the web site that is being accessed via the browser;

retrieving from a database at least one of graphical information and a text label associated with the identifier; and

sending the at least one of the graphical information and the text label to the client for dynamically updating the displayed user-selectable button.

24.   (New) The method of claim 23, further comprising:

retrieving from the database a set of links associated with the identifier; and

sending the set of links to the client for display in response to activation of the user-selectable button.

25.   (New) The method of claim 24, wherein the set of links is displayed outside the toolbar area of the browser in a pop-up window of the browser.

26.   (New) The method of claim 23, wherein the identifier comprises a uniform resource locator.

27.   (New) The method of claim 23, wherein the identifier comprises at least one keyword associated with content displayed by browser.

28.   (New) A method for controlling an internet add-on software, based on the content available in a browser, the method comprising:

receiving, from the browser, at least one identifier based on a web site that is being accessed via the browser;

retrieving from a remote database server a configuration which controls at least one of the visual and non-visual behaviors of the browser or of the internet add-on software, where that configuration is associated with the at least one identifier; and

sending the configuration to the client for dynamically updating the client behavior based on the at least one identifier.

29.   (New) The method of claim 28, wherein the configuration is configured to display graphic information in a toolbar area of the browser.

30.   (New) The method of claim 28, wherein the configuration is configured to display a user-selectable button in a toolbar area of the browser, the user-selectable button including at least one of graphic information and text information.

31.   (New) The method of claim 28, wherein the configuration is configured to display a set of links outside a toolbar area of the browser in a pop-up window of the browser.

32.   (New) The method of claim 28, wherein the identifier comprises a uniform resource locator.

33.   (New) The method of claim 28, wherein the identifier comprises at least one keyword associated with content displayed by browser.